



Why I Practice Emotional Marketing

It seems to me that people forgot the purpose of marketing. It's not uncommon for me to watch a program on television and allow the advertisers to communicate with me. When I do I often wonder what they are trying to achieve. This is not what I thought marketing was about.

Apparently I'm wrong.

I was scolded recently by a peer who told me to stop being so critical because I thought every advertisement should have a purpose. He continued to scold me that advertisements are not always meant to teach us something. They're not always meant to get us to buy something. And finally, they're not supposed to get us to feel any emotion (After all of this I was thinking, "What's left?") He proclaimed quite strongly that advertisements are there because if they were not, their brand would disappear.

Okay. Top of mind awareness. I can believe that...but not completely. Then I asked him why an advertiser wouldn't want to try and get more out of their advertisement since they're paying for it. Why wouldn't the advertiser want to teach their audience something? Why wouldn't the advertiser want to take a stance against or for something? Why wouldn't the advertiser want to give the viewer a clear reason for buying something? Why do advertisers say something without actually saying something?

His response.

"I guess you don't quite understand the big picture of marketing."

I guess not. Which is why I call myself a student of emotional marketing. To me marketing is about:

- Listening to the market
- Helping the market with a problem
- Communicating clearly and powerfully using stories and concrete communications
- Caring and empathy
- Using the marketing dollar efficiently to only spend when we have a purpose
- Increasing sales
- Increasing leads
- Tactics with strategy to back it up
- Being creative and utilizing our own imagination before going straight for the common tactics (ad, sponsorships, direct mail, etc)
- Trying to communicate with the purpose of evoking emotion that will get people to feel something towards our brand
- Being clear and direct, not unclear and indirect
- Problem solving

To me this is what marketing is about. However, according to this "experienced" individual this isn't marketing. If his idea is what marketing is all about, then I don't want to be called a marketer and I certainly don't practice marketing. I guess I'll continue as a life-long student of emotional marketing then.